

BUSINESS RESEARCH METHODS

III Semester: MBA																										
Course Code	Category	Hours / Week			Credits	Maximum Marks																				
CMBC29	Core	L	T	P	C	CIA	SEE	Total																		
		3	1	-	4	30	70	100																		
Contact Classes: 45	Tutorials Classes: 15	Practical Classes: Nil			Total Classes: 60																					
<p>I. COURSE OVERVIEW: The course gives knowledge on various concepts of research methodologies of nature of research and types of research and formulation of hypothesis and also concentrates on various kinds of data collection techniques at various situations and how to analyse the data in a systematic manner and measuring the data by implementing various scaling techniques and to test hypothesis and its testing methods and the data analysis by applying various kinds of techniques in various situations.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. The nature, importance, process and types of business research. II. Data collect methods and sampling technique types available for data collection. III. Scaling techniques available to best fit for research and data projection methods. IV. Types of hypothesis and its testing tools for complex problems. V. Data analysis and interpretation in relation to research process. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <p>CO 1: Develop understanding of the basic framework of research process for making business solutions.</p> <p>CO 2: Formulate the hypothesis for various types of researches to answer various research questions.</p> <p>CO 3: Identify various sources of information for literature review and data collection.</p> <p>CO 4: Choose various kinds of techniques for the purpose of collecting data in research.</p> <p>CO 5: Compare between different kinds of scaling techniques to be used for data collecting instruments.</p> <p>CO 6: Spell out about the various types of report formats for preparing reports after completion of research.</p> <p>CO 7: Test the hypothesis after applying the needy statistical tools while conducting research.</p> <p>CO 8: Appraise the data analysis by applying necessary statistical techniques to know the effectiveness of data.</p> <p>CO 9: Apply the needy data analysis techniques for ones research in doing their research.</p> <p>CO 10: Determine the statistical values through SPSS for accurate results in conducting research.</p> <p>IV. SYLLABUS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">UNIT-I</td> <td style="text-align: center;">INTRODUCTION TO RESEARCH</td> <td style="text-align: right;">Classes:10</td> </tr> <tr> <td colspan="3">Nature and Importance of Research-Role of Business Research-Aims of social research- Research Process – Types of Research –Defining Research Problem – Formulation of Hypothesis – Research Design.</td> </tr> <tr> <td style="text-align: center;">UNIT-II</td> <td style="text-align: center;">DATA COLLECTION</td> <td style="text-align: right;">Classes:10</td> </tr> <tr> <td colspan="3">Primary data and Secondary data -Tools and Techniques of Collecting Data. Methods of Collecting Data Determination of sample size and sampling procedures and techniques - Personal Interviews- Telephone Interviews - Principles of good interview - Designing of Questionnaire - Self-administered questionnaires -the nature of field work management.</td> </tr> <tr> <td style="text-align: center;">UNIT-III</td> <td style="text-align: center;">DATA ANALYSIS</td> <td style="text-align: right;">Classes:09</td> </tr> <tr> <td colspan="3">Survey Research and Data Analysis: Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.</td> </tr> </table>									UNIT-I	INTRODUCTION TO RESEARCH	Classes:10	Nature and Importance of Research-Role of Business Research-Aims of social research- Research Process – Types of Research –Defining Research Problem – Formulation of Hypothesis – Research Design.			UNIT-II	DATA COLLECTION	Classes:10	Primary data and Secondary data -Tools and Techniques of Collecting Data. Methods of Collecting Data Determination of sample size and sampling procedures and techniques - Personal Interviews- Telephone Interviews - Principles of good interview - Designing of Questionnaire - Self-administered questionnaires -the nature of field work management.			UNIT-III	DATA ANALYSIS	Classes:09	Survey Research and Data Analysis: Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.		
UNIT-I	INTRODUCTION TO RESEARCH	Classes:10																								
Nature and Importance of Research-Role of Business Research-Aims of social research- Research Process – Types of Research –Defining Research Problem – Formulation of Hypothesis – Research Design.																										
UNIT-II	DATA COLLECTION	Classes:10																								
Primary data and Secondary data -Tools and Techniques of Collecting Data. Methods of Collecting Data Determination of sample size and sampling procedures and techniques - Personal Interviews- Telephone Interviews - Principles of good interview - Designing of Questionnaire - Self-administered questionnaires -the nature of field work management.																										
UNIT-III	DATA ANALYSIS	Classes:09																								
Survey Research and Data Analysis: Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.																										

Data processing - Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.		
UNIT-IV	TESTING OF HYPOTHESIS	Classes: 08
Tests of Hypothesis - Introduction to Null hypothesis Vs. Alternative hypothesis, Parametric Vs. Nonparametric tests - Procedure for testing of hypothesis - Tests of significance for small samples – Application - T-test - Chi Square test.		
UNIT-V	DATA ANALYSIS AND TECHNIQUES	Classes: 08
Uni-variate and Bivariate Analysis - Tests of differences - T-test for comparing two means and test for comparing two proportions - Nature of multivariate analysis - Classifying Multivariate Techniques -Analysis of Dependence - Analysis of Interdependence and ANOVA for Complex Experimental Designs.(Using SPSS).		
Text Books:		
<ol style="list-style-type: none"> 1. C R Kothari and GauravGarg, “Research Methodology –Methods and Techniques” New Age international publishers, 8thEdition, 2019. 2. Donald R Cooper and Pamela S Schindler,” Business Research Methods”, 12thEdition, TMH, 2018. 3. Deepak Chawla and Neena Sondhi “Research Methodology - Concepts and Cases”, Vikas Publications, 2018. 4. Naval Bajpai, “Business Research Methods”, Pearson Publications, 2ndEdition, 2017. 5. Deepak Chawla, Neena Sondhi, “Research Methodology Concepts”, Vikas Publications, 2ndEdition, 2016. 6. William G. Zikmund Et al., “Business Research Methods”, Cengage Learning, 2016. 7. Wilkinson & Bhandarkar: “Methodology and Techniques of Social Research”,2016 8. Prahalad Mishra,” Business Research Methods”, Oxford University Press, 2015. 9. Ranjit Kumar, “Research Methodology “, 2ndEdition, Pearson publications, New Delhi,2012. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Research Methodology- Concept and cases “Deepak Chawla&NeenaSodhi, Vikas publishing House, 2ndEdition. 2. Business Research Methods “Donald R. Cooper Pramela S. Schindler J.K. Sharma 12th Edition, McGraw-Hill Education, New Delhi. 3. Business Research Methods and Statistics using SPSS” Robert P Burns Richard Burns” Sage Publications, Loss Angels. 		
Web References:		
<ol style="list-style-type: none"> 1. https://play.google.com/books/reader?id=WK05AwAAQBAJ&hl=en&pg=GBS.PT56 2. https://play.google.com/books/reader?id=bKqEDwAAQBAJ&hl=en&pg=GBS.PT10 3. https://play.google.com/books/reader?id=pBeBAAAQBAJ&hl=en&pg=GBS.PR7.w.18.9.11 4. https://play.google.com/books/reader?id=335ZDwAAQBAJ&hl=en&pg=GBS.PT19.w.4.0.130 5. https://play.google.com/books/reader?id=CxhBDwAAQBAJ&hl=en&pg=GBS.PP20 6. https://play.google.com/store/books/details/K_N_Krishnaswamy_Management_Research_Methodology_I?id=iuGy9Jg6WvIC 		
E-Text Books:		
<ol style="list-style-type: none"> 1. https://www.academia.edu/43821533/Research_Methodology_by_C_R_Kothari 2. http://bookboon.com/en/statistics-and-mathematics-ebooks 3. http://www.ebay.com/bhp/statistics-for-managers-using-microsoft-excel 		